

## IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please CANCEL claims 13, 16, 19, 22 and 24, AMEND claims 12, 14, 15, 17, 18, 20, 21 and 23, and ADD new claim 25 in accordance with the following:

1-11. (CANCELLED)

12. (CURRENTLY AMENDED) A point management system employing a computer for managing points issued to each customer who receives a service according to the issued points, comprising:

point issue means for issuing points to a customer according to transactions performed by the customer;

point accumulation means for calculating ~~and accumulating the issued points to~~ accumulate the issued points so as to get cumulative points, and ~~subtracting points, from~~ decreasing the cumulative points, by points which are consumed in proportion to ~~a-an~~ an electronic information service providing time ~~used for providing an-the~~ used for providing an electronic information service during when the electronic information service being provided according to the cumulative points; and

service providing means for providing at least any of video information, voice information, software information, music information and database information as the electronic information service to a customer terminal through a communication circuit.

13. (CANCELLED)

14. (CURRENTLY AMENDED) The point management system according to claim 12, wherein the point accumulation means provides information for displaying the decreased customer's cumulative points on a screen of the customer terminal, ~~which cumulative points are obtained by subtracting points in proportion to the electronic information service providing time.~~

15. (CURRENTLY AMENDED) A method of point management for managing points issued to each customer who receives service according to the issued points, comprising:  
issuing points to a customer according to transactions performed by the customer;

calculating ~~and accumulating the issued points to accumulate~~ the issued points so as to get cumulative points, and ~~subtracting points, from decreasing~~ the cumulative points, by points which are consumed in proportion to ~~a-an~~ an electronic information service providing time used for providing an-the electronic information service during when the electronic information service is being provided, according to the cumulative points; and

providing at least any of video information, voice information, software information, music information and database information as the electronic information service to a customer terminal through a communication circuit.

16. (CANCELLED)

17. (CURRENTLY AMENDED) The method of point management according to claim 15, further comprising:

providing information for displaying the decreased customer's cumulative points on a screen of the customer terminal, ~~which cumulative points are obtained by subtracting points in proportion to the electronic information service providing time.~~

18. (CURRENTLY AMENDED) A point management apparatus for managing points issued to each customer who receives service according to the issued points, comprising:

a point issue unit for issuing points to a customer according to transactions performed by the customer;

a point accumulation unit for calculating ~~and accumulating the issued points to accumulate~~ the issued points so as to get cumulative points, and ~~subtracting points, from decreasing~~ the cumulative points, by points which are consumed in proportion to ~~a-an~~ an electronic information service providing time used for providing an-the electronic information service during when the electronic information service is being provided, according to the cumulative points; and

a service providing unit for providing at least any of video information, voice information, software information, music information and database information as the electronic information service to a customer terminal through a communication circuit.

19. (CANCELLED)

20. (CURRENTLY AMENDED) The point management apparatus according to claim 18, wherein the point accumulation unit provides information for displaying the decreased customer's cumulative points on a screen of the customer terminal ~~screen, which cumulative~~

~~points are obtained by subtracting points in proportion to the electronic information service providing time.~~

21. (CURRENTLY AMENDED) A computer readable medium having a program stored therein to cause a point management system to execute operations, said operations comprising:

issuing points to a customer according to transactions performed by the customer;  
calculating ~~and accumulating the issued points to accumulate the issued points so as to get cumulative points, and subtracting points, from decreasing the cumulative points, by points which are consumed~~ in proportion to ~~a-an electronic information service providing time used for providing an-the electronic information service during when the electronic information service is being provided,~~ according to the cumulative points; and

providing at least any of video information, voice information, software information, music information and database information as the electronic information service to a customer terminal through a communication circuit.

22. (CANCELLED)

23. (CURRENTLY AMENDED) The computer readable medium according to claim 21, further comprising:

providing information for displaying the decreased customer's cumulative points on a screen of the customer terminal, ~~which cumulative points are obtained by subtracting points in proportion to the electronic information service providing time.~~

24. (CANCELLED)

25. (NEW) A method for managing points issued to a customer, comprising:  
calculating total points of a customer issued in association with transactions of the customer; and

decreasing the total points of the customer based on a lapse of time during which an electronic service is rendered to the customer.